

## EXECUTIVE SECRETARIAT

## ROUTING SLIP

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Remarks

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Executive Secretary  
14 Aug 85

Date

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575 TECHNOLOGY SQUARE  
CAMBRIDGE, MASSACHUSETTS 02139

 **Polaroid**

Dear Federal Executive,

You and your key support staff are invited to be the stars of a little instant magic show we're putting on September 5 & 6 . . .

. . . a hands-on demonstration that will revolutionize the speed, flexibility and sophistication of your visual communications.

It's a two-hour show you won't want to miss. Because as a key federal executive, you surely recognize the value and impact of quality slides and overhead transparencies to . . .

. . . clarify complex issues and processes . . . improve coordination . . . provide up-to-date information . . . strengthen training sessions . . . make sense of statistical data . . . increase productivity . . . and more.

This will be your opportunity to discover how to give your visual communications maximum impact . . .

. . . A dazzling technology that lets you make 35mm slides, prints or overhead transparencies in less than 5 minutes . . . from anything you can photograph . . . including graphics directly from your computer screen!

Better yet, you do all this right in your office. In just a few minutes. In broad daylight. Without special training.

Even if you know nothing about photography, you'll soon be making more timely, more sophisticated visual presentations . . . faster than you ever thought possible.

And at a price that fits into even the tightest federal budget. An investment, in fact, that can quickly pay for itself.

Just imagine the time you'll save . . . the deadlines you'll make. When your decisions involve millions of tax dollars or major public policy issues . . . strong visual communication is essential to your success.

As you might suspect, the real wizard behind this stunning

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new advance is Polaroid, the world leader in instant photography.

And now we invite you to discover just how fast, flexible and effective your visual communications can be. Here's your opportunity to see and test the Polaroid Instant Slide System---including the remarkable new Palette Computer Image Recorder---for yourself . . .

*Mark your calendar now!*

. . . at an exclusive small group presentation for key federal executives September 5 and 6 at the Key Bridge Marriott Hotel. We're holding a reservation in your name . . . all you have to do is indicate which one of four 2-hour sessions you or your staff wish to attend.

Of course, this special session is free of charge and there is no obligation to buy . . . although we'll tell you in just a minute about special incentives for federal agencies that can save you hundreds of dollars.

Make your reservation now. Discover 4 important ways the Polaroid Instant Slide System will enhance your leadership skills . . . by giving new power to your oral presentations.

#### 1. BEAT THOSE LAST-MINUTE DEADLINES

As a federal executive, you're constantly coping with change. Priorities change . . . laws and regulations change. Problems suddenly erupt into crises.

Your task---to prevent change from overwhelming you and your agency. That means lots of meetings, briefings, formal presentations. You need access to the best, most up-to-date information available. And you need to present it clearly, forcefully.

That's why the Polaroid Instant Slide System is almost like magic. No matter how tight your deadlines or how diverse the sources of data you need for a presentation . . . you'll be ready.

You can make instant slides, overhead transparencies---even full-color prints up to 8 X 10 inches in size---from anything that can be photographed.

When you're under pressure to update your colleagues on an important project, you don't have time to wait around for conventional photo processing labs.

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With the Polaroid Instant Slide System, you'll beat them every time. Because you do the processing yourself. Quickly and simply.

Without messy chemicals. Without a darkroom.  
You don't even need batteries or a wall socket!

When you're through shooting, pop your exposed film into Polaroid's hand-held Autoprocessor. Give it a crank and wait 5 minutes. Then remove your fully dry slides and mount them using the quick-and-easy Slide Mounter.

It's that simple. You'll be finished in plenty of time for that big presentation. And you'll look great.

Making big, clear prints or overhead transparencies is equally simple with the Polaroid Polaprinter. It's one more valuable component in the comprehensive Instant Slide System.

Use Polaroid's special black and white or color film with any standard 35mm camera. No special techniques are required. Film is available in full-range color, fine-grain black and white, and high-contrast black and white.

You'll always have the latest information to include in your briefings and presentations. Discover just how quick and easy it can be---make your reservation now for the Federal Executive Briefing September 5 or 6.

There's more---you'll also have the opportunity to . . .

## 2. PAINT FULL-COLOR INSTANT SLIDES . . . RIGHT FROM YOUR COMPUTER

Big budget briefing coming up? Would full-color slides made from sophisticated computer graphics help you make your case? Now you can have them---lightning fast---even if the graphics you want are scattered around on dozens of different computers.

Meet the Palette Computer Image Recorder, the latest and most remarkable addition to the Instant Slide System. You can make razor-sharp 35mm slides right from the computer screen.

You can even change or enhance the colors, if you like, with Palette's 72-color electronic "paintbrush."

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The Palette has a high-quality 35mm camera built right in. Just load the film, insert the special software diskette, then attach the Palette onto your monochromatic or color computer terminal screen.

The Palette supports most personal computers, operating systems and graphics software used by the federal government.

Anything you can produce on your terminal, you can transform in minutes into ready-to-show slides or overhead transparencies. Just imagine the possibilities . . .

. . . your latest statistics, pulled right off the computer, rushed straight to your briefing . . . complex issues or relationships presented clearly and logically in graphic form . . . discussion or training points colorfully displayed using all the sophisticated capabilities of today's graphics software.

You can perform the Palette's magic yourself . . . when you attend the Polaroid briefing for federal executives September 5 or 6 at the Key Bridge Marriott Hotel.

### 3. ULTRA FLEXIBILITY KEEPS YOU IN CONTROL

With the Polaroid Instant Slide System, you're in control. No more "lost film" excuses from the processing lab. No more extra charges for hurry-up delivery.

In fact, your Instant Slide System could easily pay for itself just in the savings you'll realize from fewer special processing orders.

And because you control all aspects of film shooting and processing, the Polaroid Instant Slide System is ideal in high security situations. "Eyes-only" information will stay that way. And you'll have no more worries about unauthorized duplication.

Total control also means you can shoot slides and process them anywhere, anytime. You don't even need electricity. Every component of the Polaroid Instant Slide System is compact and lightweight. Transportation and storage are a breeze.

That means you or your staff can take the Instant Slide System on the road to document important situations or events. You'll be able to show---not merely describe---what decisions need to be made.

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And you can easily make crisp prints and overhead transparencies from Polaroid 35mm slides . . . or from your current collection of conventional slides.

Update your training curricula . . . show changing conditions . . . compare historical and current information . . . integrate instant slides with your expensive custom-produced visuals. You're limited only by your imagination.

With the Polaroid Instant Slide system, you'll have total flexibility. For more effective visual communications. And that means you and your colleagues will make decisions from a position of strength . . . sharing the clearest, most up-to-date information available.

Feel your own creative juices start to flow when you actually try the Polaroid Instant Slide System for yourself September 5 or 6 at our exclusive executive briefing.

#### 4. IMMEDIATE FEEDBACK . . . SO YOU PROJECT YOUR SHARPEST IMAGE

Ready-to-show slides and prints in 5 minutes or less--- that's the immediate feedback you get only with the Polaroid Instant Slide System.

You'll really appreciate the value of immediate feedback when you're in charge of documenting . . .

. . . experiments . . . field work . . . meetings and conferences . . . sensitive materials . . . any situation that gives you only limited time to get it right.

You'll capture all the valuable data you need---to make or support a decision . . . demonstrate a process or situation . . . take action to correct a problem.

No longer will you have to make do with blurred, over- or under-exposed shots. You'll have plenty of time to reshoot . . . and produce the sharp, clear, professional images that can influence the outcome of an important public policy decision.

Isn't this the communications tool you've been looking for? Then . . .

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JOIN US SEPTEMBER 5 OR 6 FOR SOME EYE-OPENING POLAROID MAGIC

Discover first-hand one of the most powerful visual communications tools ever to be available to the federal government . . . and at such a surprisingly low cost.

Discover how you can save hours of time . . . gain more control over projects . . . get immediate feedback . . . and reproduce sophisticated computer graphics on slides and prints.

Sign up now for any one of four 2-hour hands-on demonstration sessions September 5 or 6 at the Key Bridge Marriott Hotel in Rosslyn, Virginia. It's free. Even fun.

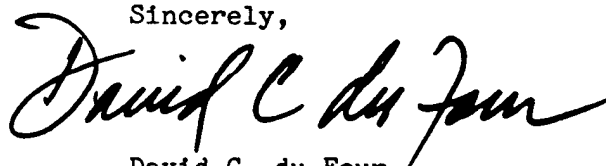
There's no obligation to buy . . . only to witness a little Polaroid magic. And to learn how you can become an even more effective communicator . . . instantly.

But if you do decide to purchase any or all of the components in the Instant Slide System, you'll get a special bonus (see below).

So plan to join us on September 5 or 6. Drop the enclosed reservation form in the mail now, while you're thinking about it.

When was the last time you were the star of a magic show?

Sincerely,



David C. du Four  
Divisional Vice President  
North American Industrial  
Marketing

**SPECIAL BONUS!** If you decide to buy the Polaroid 8 x 10 Polaprinter, you'll get a free case of Polaroid 8 X 10 overhead transparency film. Worth up to \$440\*. Or, purchase a Palette and receive free Palette software for your IBM compatible, AT&T or DEC PC. A \$149\* value. Yours free when you order by September 30, 1985. But all you need to do now is drop your briefing reservation in the mail. See you there!

\*Suggested list prices.

Polaroid Federal Executive Briefing  
POLAROID CORPORATION  
6062 Elm Street, Suite 380  
McLean, VA 22101

POSTAGE WILL BE PAID BY ADDRESSEE

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UNITED STATES



*A  
Special  
Invitation*



You are cordially invited to a special briefing for Federal Executives  
on the remarkable Polaroid Instant Slide System.  
Featuring the Palette Computer Image Recorder.

September 5 or 6  
Key Bridge Marriott Hotel  
Rosslyn, Virginia

Select the most convenient of four sessions.  
(As a reminder, indicate which one you checked on the reply form.)

**Thursday, September 5**

☐ 9:30 to 11:30 am ☐ 1:30 to 3:30 pm

**Friday, September 6**

☐ 9:30 to 11:30 am ☐ 1:30 to 3:30 pm

R.S.V.P.

(Use attached reply form. Drop in any mailbox. Postage is free.)

DETACH HERE AND RETAIN THIS PORTION IT IS YOUR RESERVATION CONFIRMATION.

## Reservation Request Certificate

**YES!** Please reserve a space for me at the Polaroid Federal Executive Briefing, September 5 or 6 at the Key Bridge Marriott Hotel in Rosslyn, Virginia.

I understand there is no cost for this product demonstration, nor is there any obligation to buy.

I plan to attend the following session (check one, please):

**Thursday, September 5**

☐ 9:30 to 11:30 am ☐ 1:30 to 3:30 pm

**Friday, September 6**

☐ 9:30 to 11:30 am ☐ 1:30 to 3:30 pm

☐ I can't attend, but please have someone call about arranging a special demonstration at some other convenient time.

☐ I'll be bringing \_\_\_\_\_ additional guests.  
(NUMBER)

Name \_\_\_\_\_ Title \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_  
(FOR RESERVATION CONFIRMATION ONLY)

Please mark briefing date and time on your calendar.